

# Sandy Reed Publicity Award Entry Form

## Chapter Name, Number, and Location: \_\_\_\_\_

A copy of all published articles, press releases, photos, etc. should be included with entry. A detailed report of radio & TV broad casts & published appearances should also be included with entry.

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| 1) Each article published in the <u>Lamplighter</u><br>Number of items submitted: _____   | 10 points<br>Total points _____        |
| 2) Each story with photo, or photo not accompanied<br>by an article published in <u>The Jonquil, or in the ESA News<br/>on the International Website.</u><br>Number of items submitted: _____   | 15 points<br>Total points _____        |
| 3) Each free newspaper announcement of a chapter meeting which<br>Identified your chapter and ESA<br>Number of items submitted: _____   | 5 points<br>Total points _____         |
| 4) Each news release, article, or feature story published in newspaper<br>Which identified your chapter and ESA<br>Number of items submitted: _____   | 25 points<br>Total points _____        |
| 5) Each photo published in newspaper<br>Number of items submitted: _____  | 25 points<br>Total points _____        |
| 6) Each feature story about ESA or ESA member published in a non-<br>ESA related magazine that stated the member's affiliation with ESA<br>Number of items submitted: _____   | 100 points<br>Total points _____       |
| 7) Each Public Service Announcement Broadcast (different wording/<br>message) on radio (not related to the number of times the spot is<br>broadcast) Number of items submitted: _____   | 40 points<br><b>Total points</b> _____ |
| 8) Each Public Service Announcement Broadcast (different wording/<br>message) on television (not related to the number of times the spot is<br>broadcast) Number of items submitted: _____  | 50 points<br><b>Total points</b> _____ |
| 9) Each public affairs appearance or news event broadcast on TV or<br>Radio Number of items submitted: _____  | 75 points<br><b>Total points</b> _____ |
| 10) Each different poster, certificate, billboard, T-shirt, newsletter, etc.,<br>designed and used to promote ESA events (do not count multiple<br>points for the number printed or produced for each event, a t-shirt<br>or sweatshirt publicizing ESA worn to a chapter philanthropic or<br>ways & mean event) Point given for the shirt & each event not the<br>number of members wearing the shirt.<br>Number of items submitted: _____ | 25 points<br><b>Total points</b> _____ |

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| 11) Providing a library subscription of <u>The Jonquil</u><br>Number of items submitted: _____   | 20 points<br><b>Total points</b> _____ |
| 12) Each ESA award presented to an outstanding community citizen<br>Number of items submitted: _____   | 20 points<br><b>Total points</b> _____ |
| 13) Each speech, slide, or film presentation given to a group outside<br>ESA about ESA or ESA-sponsored project<br>Number of items submitted: _____  | 50 points<br><b>Total points</b> _____ |
| 14) A short narrative report of your outstanding accomplishments in<br>public relations during this sorority year. (Attach report to<br>presentation book.) Number of items submitted: _____ | 20 points<br><b>Total points</b> _____ |
| <b>Total Entry Points</b> _____  |  |

Revised June 2007

**Contest period May 1 through April 30. Entries must be postmarked on or before May 1<sup>st</sup>.**

Return completed form with Presentation book to: VSC Publicity Chairman